PTOL-413A (07-09)
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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Applicant Initiated Interview Request Form			
Application No.: 10/806,767	First Named Applicant: Yuko Nishikawa		
Examiner: Joshua D. Taylor Art Unit:	0.400	s of Application: <u>F</u>	Response to Non- Final Action entered
Tentative Participants: (1) Examiner Joshua D. Taylor	(2) Supervisory Patent E	xaminer Joseph P	. Hirl
(3) Thomas F. Lebens	(4) May Lin DeHaan		
	(4) May Em Boridan		
Proposed Date of Interview: September 23, 2009	_ Proposed Time:	2:00 p.m. ET	AM/PM
Type of Interview Requested:			
(1) Telephonic (2) Personal	(3) Video Confe	rence	
Exhibit To Be Shown or Demonstrated:	YES	NO	
If yes, provide brief description:		1,0	
Issues To Be Discussed			
Issues Claims/	Prior Discussed	I Agreed	Not Agreed
(Rej., Obj., etc) Fig. #s	Art S 2003/0233656) in view of	_	_
(1) Rej. 35 USC 103(a) 1-20 Fries furthe	Art S 2003/0233656) in view of (US 2004/0078807) in r view of Shaya (US 2002/		
(2)	0161664)		
(3)			
(4)		· 🔲	
Continuation Sheet Attached			
Brief Description of Argument to be Presented:		•	
Please see attached continuation sheet.			
An interview was conducted on the above-identified a NOTE: This form should be completed by applicant (see MPEP § 713.01). This application will not be deleved from issue because	and submitted to the examiner		
This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as			
soon as possible.			
Applicant/Applicant's Representative Signature			
1 1. - 0	Examiner/S	SPE Signature	
May Lin DeHaan Typed/Printed Name of Applicant or Representative	-		
42,472	_		
Registration Number, if applicable			

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Applicant Initiated Interview Request Form - Continued - Page 2

Application No.: <u>10/806,767</u>

First Named Applicant: Yuko Nishikawa

Examiner: Joshua D. Taylor

Art Unit: <u>2426</u>

Brief Description of Argument to be Presented:

Applicant respectfully submits that the cited art does not teach, suggest, motivate or otherwise obviate, "at least one smart filter for facilitating determination of a particular one of the discrete selectable items of data, the at least one smart filter comprising an enhanced suggestion engine for making at least one recommendation based on at least one parameter selected from a group consisting essentially of a content nature uniqueness, a viewer identification, and a keyword, each at least one smart filter being customizable for each at least one user, wherein the at least one smart filter simultaneously considers content across a plurality of media, whereby a coordinated joint display, comprising a plurality of integrated results, is provided the plurality of integrated results comprising an aggregate pool of candidate viewing choices being reducible on a basis of filter selection criteria from at least one element selected from a group consisting essentially of a plurality of different sources and a plurality of different formats[.]"